Writing content for your audience

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Tips for writing good content

- Tips you should keep in mind whenever you write something:

- **#1 Write like a human being**

  - have a personal voice
  - if your company was a person, what kind of person would they be?
  - your voice has to match the content

- **#2 Be helpful**

  - anything you write should help the readers solve a problem

- **#3 Be original**

  - think of any new way you can write about a topic that others have written about before

- **#4 Use visuals**

  - add pictures, gifs, or graphics to your articles
  - they help break up the text and help get the point across

- **#5 Show and tell**

  - combine text with images to clarify whatever you're explaining

- **#6 Create reactions**

  - your post needs to get people thinking about a topic or start a conversation
  - ask the audience something at the end of your post

- **#7 Learn how to write**

  - make sure you don’t make any grammar mistakes or other errors
  - practice will help you improve
  - you can get an editor to help you